AMENDMENTS TO THE CLAIMS

1. (Currently amended) In a computer, a computer implemented method for

managing media delivery for a plurality of media, the method comprising:

calculating a dynamic rotation frequency for each of the plurality of media by the

computer, wherein each dynamic rotation frequency is based upon a quotient [[of]] defined by a

numerator corresponding to a delivery goal for a corresponding one of the plurality of media and

a denominator corresponding to an estimated number of display opportunities to be encountered

during a predetermined period of time;

obtaining a request for media by the computer;

determining one or more of the plurality of media to deliver in response to the request by

the computer, wherein the determination of the one or more of the plurality of media corresponds

to the dynamic rotation frequency of the determined one or more of the plurality of media;

outputting the one or more determined media by the computer; and

in response to outputting, dynamically adjusting the dynamic rotation frequency for the

one or more output media by the computer, wherein the rotation frequency is dynamically

adjusted as a function of the number of actual display opportunities encountered during the

predetermined period of time.

2. (Previously presented) The method as recited in Claim 1, wherein the rotation

frequency is used to assign a priority to each of the plurality of media based upon a comparison

of each dynamic rotation frequency.

3. (Previously presented) The method as recited in Claim 2, further comprising

updating the assigned priorities for each of the plurality of media based upon the dynamically

adjusted dynamic rotation frequency.

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Suite 2800 Seattle, Washington 98101 206.682.8100 4. (Canceled)

5.

(Previously presented) The method as recited in Claim 1, wherein the

dynamically adjusted rotation frequency is based upon a quotient of the delivery goal and a sum

of the number of display opportunities encountered and an estimated number of display

opportunities to be encountered for any remaining time in the predetermined period of time.

(Previously presented) The method as recited in Claim 5, wherein the sum of the 6.

number of display opportunities and the estimated number of display opportunities remaining is

embodied in a dynamic array having a number of array elements representative of fixed periods

of time, wherein the sum of time represented by the array elements is equal to a total of the

predetermined period of time.

(Previously presented) The method as recited in Claim 6, wherein each array 7.

element is initially populated with an estimated number of display opportunities to be

encountered and wherein the contents of each array element is subsequently replaced with an

actual number of display opportunities encountered during the predetermined period of time.

8. (Previously presented) The method as recited in Claim 1, wherein the media is

advertising media to be delivered during the predetermined period of time, and wherein the

predetermined period of time is an advertisement delivery campaign.

9-10. (Canceled)

(Currently amended) A computer-implemented advertisement media delivery 11.

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system, the system comprising:

an advertisement media manager operable to:

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generate new advertisement media campaigns;

calculate a dynamic rotation frequency based upon a quotient [[of]] defined by a

numerator corresponding to a delivery goal for an advertisement media campaign and a

denominator corresponding to an estimated number of display opportunities to be encountered

during the advertisement media campaign, wherein the delivery goal is obtained from the

advertisement media manager;

select and deliver one or more advertisement media based on the dynamic rotation

frequency; and

dynamically adjust the dynamic rotation frequency in response to selecting and delivering

one or more advertisement media, wherein the rotation frequency is dynamically adjusted as a

function of the number of actual display opportunities encountered during the media delivery

campaign.

12. (Original) The advertisement media delivery system as recited in Claim 11,

wherein the advertisement media campaign includes information specifying a date range, a

delivery goal, and a target market segment.

13-15. (Canceled)

16. (Currently amended) The advertisement media delivery system as recited in

Claim 15 Claim 11, wherein the rotation frequency is based on a quotient of the delivery goal

and a sum of the number of display opportunities encountered and an estimated number of

display opportunities to be encountered for any remaining time in the media delivery campaign.

17. (Original) The advertisement media delivery system as recited in Claim 16,

wherein the advertisement scheduler maintains a dynamic array having a number of array

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elements representative of fixed periods of time, wherein the sum of time represented by the array elements is equal to the a total time period allotted for the media delivery campaign.

18. (Original) The advertisement media delivery system as recited in Claim 17,

wherein each array element is initially populated with an estimated number of display

opportunities to be encountered and wherein the contents of each array element is subsequently

replaced with an actual number of display opportunities encountered during the media delivery

campaign.

19. (Previously presented) In a computer, a computer-implemented method for

tracking media display opportunities in a dynamic array for an item of media, wherein the

dynamic array includes a number of array elements, the method comprising:

obtaining a media delivery campaign including a media delivery goal by the computer, a

target market segment, and data indicative of a time period for generating the delivery goal;

selecting a number of array elements for the dynamic array by the computer, wherein

each array element corresponds to a fixed time period and wherein the sum of the array element

time periods equal the time period for generating the delivery goal;

populating each array element with an estimated number of display opportunities for the

time period represented by array element by the computer;

outputting the item of media by the computer; and

dynamically replacing the estimated number of display opportunities with an actual

number of media display opportunities encountered by the computer.

20. (Original) The method as recited in Claim 19, wherein each array element

corresponds to an equal fixed time period.

LAW OFFICES OF CHRISTENSEN O'CONNOR JOHNSON KINDNESS^{PLLC} 1420 Fifth Avenue 21. (Original) The method as recited in Claim 19 further comprising determining a

dynamic rotational frequency based upon a quotient of the delivery goal and sum of the dynamic

array.

22. (Original) The method as recited in Claim 19, wherein the media is advertising

media to be delivered during an advertisement media campaign.

23-24. (Canceled)

25. (Currently amended) A computer-readable medium having computer-executable

instructions for performing a computer-implemented method for managing media delivery for a

plurality of media, the method comprising:

calculating a dynamic rotation frequency for each of the plurality of media, wherein each

dynamic rotation frequency is based upon a quotient [[of]] defined by a numerator corresponding

to a delivery goal for a corresponding one of the plurality of media and a denominator

corresponding to an estimated number of display opportunities to be encountered during a

predetermined period of time;

obtaining a request for media;

determining one or more of the plurality of media to deliver in response to the request,

wherein the determination of the one or more of the plurality of media corresponds to the

dynamic rotation frequency of the determined one or more of the plurality of media;

outputting the one or more determined media; and

in response to outputting, dynamically adjusting the dynamic rotation frequency for the

one or more output media, wherein the rotation frequency is dynamically adjusted as a function

of the number of actual display opportunities encountered during the predetermined period of

time.

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26. (Previously presented) The method as recited in Claim 25, wherein the rotation

frequency is used to assign a priority to each of the plurality of media based upon a comparison

of each dynamic rotation frequency.

27. (Previously presented) The method as recited in Claim 26, further comprising

updating the assigned priorities for each of the plurality of media based upon the dynamically

adjusted dynamic rotation frequency.

28. (Canceled)

29. (Previously presented) The method as recited in Claim 25, wherein the

dynamically adjusted rotation frequency is based upon a quotient of the delivery goal and a sum

of the number of display opportunities encountered and an estimated number of display

opportunities to be encountered for any remaining time in the predetermined period of time.

30. (Previously presented) The method as recited in Claim 29, wherein the sum of

the number of display opportunities and the estimated number of display opportunities remaining

is embodied in a dynamic array having a number of array elements representative of fixed

periods of time, wherein the sum of time represented by the array elements is equal to the a total

of the predetermined period of time.

31. (Previously presented) The method as recited in Claim 30, wherein each array

element is initially populated with an estimated number of display opportunities to be

encountered and wherein the contents of each array element is subsequently replaced with an

actual number of display opportunities encountered during the predetermined period of time.

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32. (Previously presented) The method as recited in Claim 25, wherein the media is

advertising media to be delivered during the predetermined period of time, and wherein the

predetermined period of time is an advertisement delivery campaign.

33. (Currently amended) A computer system having a processor, a memory, and an

operating environment, the computer system operable for performing a computer implemented

method for managing media delivery for a plurality of media, the method comprising:

calculating a dynamic rotation frequency for each of the plurality of media, wherein each

dynamic rotation frequency is based upon a quotient [[of]] defined by a numerator corresponding

to a delivery goal for a corresponding one of the plurality of media and a denominator

corresponding to an estimated number of display opportunities to be encountered during a

predetermined period of time;

obtaining a request for media;

determining one or more of the plurality of media to deliver in response to the request,

wherein the determination of the one or more of the plurality of media corresponds to the

dynamic rotation frequency of the determined one or more of the plurality of media;

outputting the one or more determined media; and

in response to outputting, dynamically adjusting the dynamic rotation frequency for the

one or more output media, wherein the rotation frequency is dynamically adjusted as a function

of the number of actual display opportunities encountered during the predetermined period of

time.

34. (Previously presented) The method as recited in Claim 33, wherein the rotation

frequency is used to assign a priority to each of the plurality of media based upon a comparison

of each dynamic rotation frequency.

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Seattle, Washington 98101 206.682.8100 35. (Previously presented) The method as recited in Claim 34, further comprising updating the assigned priorities for each of the plurality of media based upon the dynamically

adjusted dynamic rotation frequency.

36. (Canceled)

37. (Previously presented) The method as recited in Claim 33, wherein the

dynamically adjusted rotation frequency is based upon a quotient of the delivery goal and a sum

of the number of display opportunities encountered and an estimated number of display

opportunities to be encountered for any remaining time in the predetermined period of time.

38. (Previously presented) The method as recited in Claim 37, wherein the sum of

the number of display opportunities and the estimated number of display opportunities remaining

is embodied in a dynamic array having a number of array elements representative of fixed

periods of time, wherein the sum of time represented by the array elements is equal to the a total

of the predetermined period of time.

39. (Previously presented) The method as recited in Claim 38, wherein each array

element is initially populated with an estimated number of display opportunities to be

encountered and wherein the contents of each array element is subsequently replaced with an

actual number of display opportunities encountered during the predetermined period of time.

40. (Previously presented) The method as recited in Claim 33, wherein the media is

advertising media to be delivered during the predetermined period of time, and wherein the

predetermined period of time is an advertisement delivery campaign.

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41. (Previously presented) A computer-readable medium having

computer-executable instructions for performing a computer-implemented method for tracking

media display opportunities in a dynamic array for an item of media, wherein the dynamic array

includes a number of array elements, the method comprising:

obtaining a media delivery campaign including a media delivery goal, a target market

segment, and data indicative of a time period for generating the delivery goal;

selecting a number of array elements for the dynamic array, wherein each array element

corresponds to a fixed time period and wherein the sum of the array element time periods equal

the time period for generating the delivery goal;

populating each array element with an estimated number of display opportunities for the

time period represented by array element; and

dynamically replacing the estimated number of display opportunities with an actual

number of media display opportunities encountered.

42. (Previously presented) The method as recited in Claim 41, wherein each array

element corresponds to an equal fixed time period.

43. (Previously presented) The method as recited in Claim 41, further comprising

determining a dynamic rotational frequency based upon a quotient of the delivery goal and sum

of the dynamic array.

44. (Previously presented) The method as recited in Claim 41, wherein the media is

advertising media to be delivered during an advertisement media campaign.

45. (Previously presented) A computer system having a processor, a memory and an

operating environment, the computer system operable for performing a computer implemented

LAW OFFICES OF CHRISTENSEN O'CONNOR JOHNSON KINDNESSPILE 1420 Fifth Avenue method for tracking media display opportunities in a dynamic array for an item of media,

wherein the dynamic array includes a number of array elements, the method comprising:

obtaining a media delivery campaign including a media delivery goal, a target market

segment, and data indicative of a time period for generating the delivery goal;

selecting a number of array elements for the dynamic array, wherein each array element

corresponds to a fixed time period and wherein the sum of the array element time periods equal

the time period for generating the delivery goal;

populating each array element with an estimated number of display opportunities for the

time period represented by array element; and

dynamically replacing the estimated number of display opportunities with an actual

number of media display opportunities encountered.

46. (Previously presented) The method as recited in Claim 45, wherein each array

element corresponds to an equal fixed time period.

47. (Previously presented) The method as recited in Claim 45, further comprising

determining a dynamic rotational frequency based upon a quotient of the delivery goal and sum

of the dynamic array.

48. (Previously presented) The method as recited in Claim 45, wherein the media is

advertising media to be delivered during an advertisement media campaign.

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